

000000csm mediaworks/Rindy Miller

TELEVISION INSERTION ORDER

Date Aug 20, 2012 REVISED AUG 24
 Client Karen Pozza
 Insert Dates October 15 thru 21, 2012, 2012
 Campaign Karen Pozza for 407th District Court Judge
 Order No KPozza-01/2012
 Market San Antonio

Wks of	WOAI/NBC Days :30s	Program	Time Period	Spts/Wk	# Wks	Rating	GRPs	Cost/Spt	Total \$
10/15	M-F	News 4 Today	5-6A	2	1	1.6	3.2	\$150.00	\$300.00
		News Today	6-7A	1	1	2.6	2.6	\$400.00	\$400.00
		Today Show	7-9A	1	1	2.3	2.3	\$400.00	\$400.00
		Rachael Ray	9-10A	2	1	1.7	3.4	\$225.00	\$450.00
		SA Living	10-11A	2	1	1	2	\$125.00	\$250.00
		Today Show 3	11A-12P	2	1	1.1	2.2	\$125.00	\$250.00
		Today Show 4	12-1P	2	1	1.2	2.4	\$150.00	\$300.00
		Dr Oz	2-3P	2	1	1.4	2.8	\$175.00	\$350.00
		News @ Five	5-530P	2	1	4.2	8.4	\$575.00	\$1,150.00
		NBC Nightly News	530-6P	2	1	4.6	9.2	\$750.00	\$1,500.00
		Early News	6-630P	1	1	3.8	3.8	\$650.00	\$650.00
		Late News	10-1035P	1	1	4.6	4.6	\$950.00	\$950.00
	SAT	Sat Today	6-8A	1	1	1	1	\$100.00	\$100.00
		Sat Early nws	5-530P	1	1	3.8	3.8	\$300.00	\$300.00
		Sat Ntly Nws	530-6P	1	1	4.1	4.1	\$525.00	\$525.00
	SUN	Chris Matthews	630-7A	1	1	0.8	0.8	\$75.00	\$75.00
		Sun Today	7-8A	1	1	0.9	0.9	\$125.00	\$125.00
		Meet the Press	8-9A	1	1	1.1	1.1	\$400.00	\$400.00
		Sun Early News	5-530P	1	1	5.9	5.9	\$300.00	\$300.00
		Sports Sunday	11-1130P	1	1	3.3	3.3	\$400.00	\$400.00
WOAI Total				28			67.8		\$9,175.00

GROSS AMOUNT \$9,175.00
 AGENCY \$1,376.25
 NET DUE \$7,798.75

ORDER



WOAI-TV

Orders	Order / Rev:	52598
	Alt Order #:	
	Product Desc:	407th District Court Judge
	Estimate:	KPozza-01/2012
	Flight Dates:	10/15/12 - 10/21/12
	Original Date / Rev:	08/28/12 / 08/29/12
	Order Type:	GENERAL

Primary AE:	House Local
Sales Office:	SAT
Sales Region:	Local

Agency	Name:	CSM Mediaworks
	Buying Contact:	
	Billing Contact:	
		1519 W 29th St
		Austin, TX 78703

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Karen Pozza/Pol/Dem
	Demographic:	A18+
	Product Codes:	Local Elections
	Priority:	P-3
	Revenue Codes:	AGY, GEN, GEN

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	28	\$9,175.00	\$7,798.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$9,175.00	\$7,798.75	71.20
Totals	28	\$9,175.00	\$7,798.75	71.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Local			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WOAI-TV	20%	\$9,175.00
Market	100%	\$45,875.00

Competitive Share

Competitive Share	Share	Total
CABLE	20%	\$9,175.00
EOAI	0%	\$0.00
KABB	20%	\$9,175.00
KENS	20%	\$9,175.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	20%	\$9,175.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOAI	10/15/12	10/19/12	Local 5a News Local 5a News	CM	5a-5:57a	MTWTF--	:30	2	\$150.00	P-3	1.60	NM	2	\$300.00

Order / Rev: 52598
Alt Order #:
Flight Dates: 10/15/12 - 10/21/12

Advertiser:	Karen Pozza/Pol/Dem
Product Desc:	407th District Court Judge
Estimate:	KPozza-01/2012

WOAI-TV

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